Role of Online Marketing in Labour Force Participation in India: An Analytical Study of Uttar Pradesh

Synopsis

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Introduction

India is facing significant digital transformation with its population of over 1.3 billion people, and the country is one of the world's economic upturns, postulating new opportunities for its labour force through online jobs. The computerization of the labour market encloses a variety of occupations from on-demand logistics services to highly skilled software developers in which people are working remotely generated by social media channels. Online workers are distributed around the world with an asymmetrical order of labour. Overall, digitalization has penetrated almost all major economic sectors and changed the structure of the labour market.

The rise of digital technology has allowed people to work from the comfort of their own homes, resulting in the gig economy growing at a CAGR of 17% to reach $455 billion by 2023, according to a report. Online jobs have become increasingly popular in India due to high-speed internet availability, which has enabled remote work. Online education is also responsible for creating job opportunities, and the pandemic has forced schools and colleges to shut down and causing an increase in demand for online tutors, instructional designers, and online course creators.

The availability of high-speed internet, e-commerce, the gig economy, and online education have contributed to the growth of digital jobs in India. The Digital India initiative, which aims to connect every Indian citizen to the internet, has played a significant role in providing high-speed fibres optic cables across the country. As more people shop online, companies have had to hire more workers to keep up with demand, leading to job opportunities in areas like customer service, logistics, and delivery.

The growth of online jobs has had a significant impact on the Indian economy, creating new job opportunities in areas such as web development, graphic design, and content creation. The gig economy has provided a much-needed boost to the economy as traditional industries such as manufacturing and agriculture stagnate. The ability to work from home has also made it easier for women to balance work and family responsibilities, leading to an increase in the number of women in the workforce.

Online Marketing has given us a small hope of running the business digitally for livelihood. In many fields of online marketing, it is a boom where there are earnings. Online marketing has ensured that many people are in this field and making huge money online. As online e Commerce facilities i.e., Amazon, Flipkart, Shopecules, Zomato, Swiggy, Myntra, etc are running well, and it has raised many

employment opportunities for the needy ones in these tough times. Through online marketing people are getting connected through social media platforms, such as Facebook, Twitter, Instagram, Snapchat, WhatsApp, LinkedIn, etc. The recent pandemic situation has enforced us towards technologies, which further leads to our technology's automation, upgrading, etc.

Online marketing has taught us a modern way to do business. With the help of the internet, it is like an open book to students. Internet is used by each and every one in our country who can afford it. Generating a sale is a mountain climbing task for businesses. With the help of the internet, we can reach our businesses to a worldwide audience, custom our audience for better targeting. As we tend to spend most part of our lives on the internet. With the help of marketing, businesses can get leads, customers can generate sales on the internet. Not only social media, and google but there are many ways to market your products and services. We can email our target audience or customers to generate sales, get promoted to each person and get a personal touch. You can run campaigns on social media, build a website to promote your goods & services there too.

What is Marketing?

Marketing refers to the steps that the company takes to promote the buying of any products or services. The company seeks customers for their products or services via the help of marketing. In Economics, we talk about the exchange of goods and services in general, and how can we buy and sell our product and services through which techniques are not mentioned or studied clearly, but now a days the whole criteria is changed for exchanging and fulfilling our needs. People can easily buy and sell their products and services just in one click. Online marketing refers to the marketing of any product or service in digital form. For example, marketing using smartphones, computers, laptops, tablets, or any other digital devices. Online marketing is a form of direct marketing that links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etc.

In 1990, the term "Online Marketing" used for the first time. Online Marketing is also called as 'internet marketing' because with the rise of the internet there is also high growth of this type of marketing. The major advantage of online marketing is that marketers can sell their products or services 24 hours and 365 days at lower cost, efficiency gain, to motivate the customer for more purchase and improve

customer services. Online Marketing helps to improve communications between seller and buyer so that there should be high degree of connectivity between them and marketing process could also beneficial and easy in many ways like: selling services or products in given time, relevant, non-public, and cost-effective manner.

Traditional marketing v/s Online Marketing

Traditional Marketing is a way of buying and selling in the market. It is the oldest form of marketing which is now replaced by online marketing. In traditional marketing we have print media, broadcast media, outdoor advertising etc. It plays an important role to reach local audience but in the modern world it has become more difficult for any business firm to survive in the competition. So companies are trying to adopt new marketing techniques to meet and satisfy customer needs. Online marketing is the component of marketing that uses internet and digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote services and products. Online marketing channels became more available and easier in daily life, and as people increasingly prevalent, employing combinations of Social Media Marketing (SMM), Search Engine Marketing (SEM), Social Media Optimization (SMO), Content Marketing, campaign marketing, influencer marketing, e commerce marketing, e-mail marketing, display advertising, e-books, and optical disks and online games are common for all in present time. Channels without internet provides digital media like television, mobile phones, ring tones are examples of online marketing. Online marketing is different from online advertising because of its expansion into non-internet channels.

Different modes of online marketing are:

- Social Media Marketing (SMM)
- Social Media Optimization (SMO)
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Email Marketing
- Affiliate Marketing
- Mobile Marketing
- Content Marketing

Weinstein's (2008) view about online marketing is that the promotion of organizational products through digital or electronic platform. Such as any promotion made on social media, mobile phones, digital television & radio sites as well as digital banners on various websites. Thus, internet marketing uses online platform to deliver promotional marketing message to consumers (Pawar, 2014).

According to ILO: **"The labour force participation rate is the number of persons in the labour force as a percentage of the working-age population. The labour force is the sum of the number of persons employed and the number of persons unemployed."** Thus, the measurement of the labour force participation rate requires the measurement of both employment and unemployment.23

According to the **Bureau of Labour Statistics, marketing job demand is set to increase by 10% by 2026—above the average for all careers.**

The skill levels of online workers are heterogeneous, some of them are highly skilled. Overall, digitalization has penetrated almost all major economic sectors and changed the structure of the labour market. Youths of our country are knocking on the doors of online marketing; many have stepped into the field of online marketing and make millions of moneys. The main reason that online marketing needs low investment to pursue the course compares to many professional courses. With desired skills set, experience people make millions. Many have become influencer through social media, freelancers. It is an opportunity to grab where you can work on your own, from anywhere.

According to Organization for Economic Co-operation and Development Report (OECD) report Gender-specific expectations about the future need to change. At 15 years of age, on average across OECD countries, only 0.5% of girls wish to become ICT professionals, compared to 5% of boys. Twice as many boys as girls expect to become engineers, scientists or architects.

Many entities in the Asia Pacific have been investing substantially in digital enhancement, especially in emerging economies like China and India. In India, there have been significant investments in technology advancement as well as on digital platforms. There has been rising demand due to the growing consumer base, especially young generation moving towards to digital platforms, which is raising the market growth.

The country has second-largest online market globally, with a large population of internet users who spend a good number of hours on digital platforms and social media. Due to increasing reliance on the

internet, there has been a boost in the demand for laptops, mobile phones, and other electronic devices. The demand for online marketing is being pushed due to increased demand for such electronic mediums, which in turn is increasing the need for online marketing.

The way that work is conceptualized and how people perform their jobs have been transformed by digitalization. Non-traditional forms of employment relations, such as casual work, have become common. Remote work has become, for some, a new norm and online marketing is playing a great role in economic development and social progress, especially since the COVID-19 pandemic. In addition, e-formality has become an emerging solution to decent work and sustainable development. Yet, despite these efforts, there are widening inequalities between workers.

Review of Literature

Verma Charul & Jain Vipin (2022) discussed in their study that there are tremendous changes from traditional marketing tools to digital marketing tools. According to authors online marketing has added few new concepts like social marketing, green marketing, CSR in their theme, content marketing, etc. which has made marketing more responsible in directing society in a positive way towards growth and sustainability. Overall comprises of academic, economic and social strength to grow as an independent person with their own status and recognition.

Ms. Misha Suhail Kulsum and Dr. Hemmige Bhargavi D. (2021) stated in their study that the majority of consumers in Bangalore believe online advertisements, to a certain extent. Furthermore, the online marketing aid in identifying new brands catering to the customer needs.

Kumar & Kumar (2021) Working in the informal sector or in low-paying employment is associated with less access to formal social protection measures, lower incomes overall and increased reliance on negative coping strategies in case of financial shocks.

Doorn Van (2021) criticizes platform work as leading to "selective formalization" of employment – workers take on some aspects of formal work, such as a standardized set of contracts and limited negotiation, while also bearing the risks that informal workers take on.

Gupta Das (2021) conducted a survey for 212 slum-dwelling households in Chennai from February 2019 to February 2020. The households were asked the same set of questions each fortnight, on expenses, income, major shocks and new employment within the household. Many of the households were wage

employment, self-employment or employed in retail or construction services.

Pandit Rakesh & Chauhan Anshu (2020) reveals in their study that online marketing in rural area is very immaculate zone and has lot of undiscovered potential but the techniques are yet being devised to explore this area. In long term, online marketing will help to increase the consumption in rural India and will also create employment opportunities, thereby increasing disposable income- this in turn will have positive effect on rising economy.

Akeel Ali & Gubhaju Manisha (2020) explored that online marketing can have a major effect on the growth of start-ups, improve their brand awareness, gain customer loyalty and raise customer services. online marketing can play a crucial role in the growth of the start-up companies. Start-up companies can use online marketing platforms to advertise their products effectively, efficiently and most of the platforms are free of cost.

Bala M. and Verma D. (2018) criticized the online marketing with the secondary data-based research and said that new emerging techniques of online marketing are very useful for many businesses. According to their study India is facing totally different perspective of growth through online marketing and also, they researched about recent changes in marketing and future trends of online marketing. They found that the companies are getting profits from SMM, SEM, SEO, email marketing and influencer marketing etc.

A S Devraj & R V Renuka (2018) discussed online marketing and its various types which are advantageous over traditional marketing. They said that companies are doing more investment in online marketing techniques rather than using traditional marketing because different platforms of online marketing have become important profit gaining strategy. Even small firms have started investing in online marketing.

Shirisha (2018) studied the divergent forms of digital marketing and found that internet is playing main role in online marketing, so different parameters of online marketing over the traditional marketing are beneficial for each firm. Online advertising through digital techniques is also profitable for Indian businesses.

According to Organization for Economic Co-operation and Development Report (2018) increased participation in labour markets, including via online platforms, needs to go hand in hand with job quality.

For women, and men, to benefit from the work opportunities offered by digital technologies, including platforms, efforts need to be made to ensure that flexibility does not occur at the cost of reduced job quality, in terms of job security and social protection.

Agarwal Avni & Yadav Bhavya concluded about those females who are not getting valid employment opportunities because of domestic responsibilities. They critically analysed functioning of domestic workers unions and acknowledged different types of labour problems in achieving their rights.

Kannan & Alice Li (2017) described process of making online marketing strategy and explained different issues in customer services of every business or firm's environment etc. they talked about different tools or forms of online marketing and its benefits from business growth, customer awareness and responsiveness etc.

Lal B. & Singh A (2017) studied the future of online marketing and found that it is the only way to collect with target audience in a very less point of time. They reviewed the scope and potentials of online marketing and its different parameters. Their conclusion is that online marketing is essential tool or feature for a business organizations or companies so that it can be helpful for growing businesses at a great pace and changing the day-by-day patterns of the development of many firms in India.

Wiranatha A. S. & Suryawardani I. G. A. O (2016) discussed about the promotion of events and festivals through online marketing and said that Information and Communication Technology is better way of collecting, analysing and disseminating the information. online marketing helping the businessmen or organizers in making good decisions for their growth on the basis of the immediate interaction between producers or consumers. They suggest that online advertisements playing an important role for promotional activities and as well as creating a great impact on the customers.

K. Rajiv (2016) described the concept of online marketing with the reference of Indian markets. Their study was focused on the precautions taken by the marketers implementing the online marketing strategies for getting better results. He also discussed the future trends of online marketing with factual secondary data and concluded that online marketing has a great potential to increase the sale of any business.

L. Parkash S. & Banerjee S. (2016) explained the channels of online marketing with the development of B2B business. They studied approx. 38 companies and concludes that world of online marketing is

creating number of opportunities for the businesses to target the vast segment of the customers. According to them online marketing opens different doors of employment and profitable opportunities for the vendors or different employers.

Lahoti and Swaminathan (2016) analysed the growth in modern service sector, which requires a high-level skill set and now these skill sets are necessity of many employers for choosing the best labour force with higher soft and hard skills.

Klasen & Pieters (2015) said that changes in the FLFP are directly responsible for employment structure and declining in the volume of as the agricultural labour, which has raised the female labour participation in many areas of development.

Sathya P. (2015) discussed about the online marketing and its impact on consumers. They explained that online marketing is a way of electronic communication among buyers and sellers. According to them, online marketing has a great future in any field and people love to buy or sell directly from each other through online marketing because of less intermediaries or extra charges. Their conclusion is that online marketing is important and has a greater impact on organizations for approaching the best target audiences.

Ayyanar A. (2014) stated in his study that the female labour force participation rates across districts in the rural and urban areas were observed to be much lower than male labour force participation rate. Labour force participation rate of male in rural areas were higher than in urban areas during 1999-00 to 2007-08 in Tamil Nadu.

David Stone M. and David Woodcock N (2013) explored role of latest technologies towards online marketing making it more interactive and responsive to handle customers. They conclude that online marketing is helping the companies for advanced support through business techniques and to make this process more advanced or easier brands or companies are now focusing on business growths and consumer behaviour.

Govind Jenni (2012) found domestic workers highlights the urgency for the need to explore domestic worker wage and working hours.

Frey and Osborne ‘s researched that they focused on the content of each occupation i.e. the tasks performed by each worker and classified them according to susceptibility to computerization.

Lenz (2010) has also stated that women constitute about half of the world population and contribute about two-third of all the labour hours worked by the human race, though they are the primary providers of childcare and suppliers of many of the necessities of day-to-day life for themselves and their families. Women play a major role in the formal economies regulated by society and continue to be a large part of the informal economics.

Overall, social skills - such as persuasion, emotional intelligence and teaching others - will be in higher demand across industries than narrow technical skills, such as programming or equipment operation and control.

Research Gap

Online marketing industry is increasing day by day, just because in present time buying and selling of goods and services became so easy for everyone. As we all know that India has very large population so that labour force participation is also high in this country. Reviewing the literature, we come to the point that many studies have been done on online marketing's impact on many industries but no study has been found on the changing patterns of labour force participation and employment opportunities. Online marketing playing very important role in creating various employment opportunities, soft skill development, freelancing work, etc.

Another reason for choosing the research topic is that Uttar Pradesh is mainly known for agro based economy, and after covid-19 where all over the world is dealing with digitalization in every area. Uttar Pradesh also developing with time. Making smart cities work is also in progress. Online Marketing creating many soft skills development, hard skills also benefited in making money online. So, for knowing the role of online marketing in labour force participation in western UP analytical study should be done.

Need of the Study

Online marketing has seen a steady increase in recent years. This growth trend seems to be going upward for the upcoming years as well. Opportunities will keep on coming in this domain and every online marketing professional will have to keep up with all the latest trends.

- Since the Covid-19 pandemic, internet consumption has increased. Almost all tasks can now be done online - home delivery of food, ordering medicines, and making transactions. The future

generation will be a part of the digital world and will be accustomed to getting everything done online. The companies that have not joined the online marketing world yet, will have to start now so that they are not left behind.

- The advent of emerging fields of industry and the increasing sophistication of machinery and equipment is increasing the need for knowledge workers. Necessary reforms in the education system as a whole and technical and vocational education and training (TVET) in particular must be brought about to meet the growing demand for knowledge workers and pave the way towards a knowledge economy in the future.
- The potential and impact of platform-led skilling may be included in India's National Skill Development Policy, and incorporated in the formulation of all road maps and strategies for skill development. This would set the right stage for nationwide ends-based skill development while also catering to a growing young population which is mobile-first.
- There are many platforms and techniques of online marketing which can raise the employment opportunities for youth and labour force participation can be increased in better ratio. For study the detailed connection between online marketing, it's types and labour force participation in India, the researcher has chosen the topic for study is **"Role of Online Marketing in Labour Force Participation in India: An Analytical Study of Uttar Pradesh."**

Research Question

a) How marketing patterns are changing in today's world?

b) Is online marketing helpful in generating employment opportunities?

c) How social media is helping in growing large businesses?

d) What are the skills sets of labour needed for new employment generation?

e) Is there any difference between the techniques of traditional marketing and online marketing?

f) Online marketing techniques and labour force participation raising the Uttar Pradesh Development?

g) How online marketing helping in increase labour force participation?

Statement of the Problem: To know the Role of online Marketing in Labour Force Participation in India: An Analytical Study of Uttar Pradesh.

Objectives of the Study

1. To know the present status of online marketing in India.
2. To study the traditional and digital labour force engaged in marketing in India.
3. To study the online marketing platforms and employment opportunities in India.
4. To study about the initiatives taken by government for labour force participation in online marketing.
5. To know the problems facing by labour force engaged in online marketing.
6. To suggest an action plan for better implementation of online marketing in India.

Hypothesis

$H0_1$: There is no difference between traditional labour force and digital labour force in Western Uttar Pradesh.

$H0_2$: There is no significant relationship between online marketing activities and employment opportunities.

Research Methodology

Sample Selection: Uttar Pradesh is a state in northern India. With over 200 million inhabitants, it is the most populated state in India as well as the most populous country subdivision in the world. The state is divided into 18 divisions and 75 districts, with the state capital being Lucknow, and Prayag Raj serving as the judicial capital. It covers 240,928 km^2 (93,023 sq. mi), equal to 7.3% of the total area of India, and is the fourth-largest Indian state by area. The GDP of Uttar Pradesh ranks 3rd in India. It is basically an agro-based economic state. There are four economic regions of Uttar Pradesh:

- Western Region
- Central Region
- Eastern Region
- Bundelkhand Region

The central government had approved 100 cities of the country to be developed as smart cities. Of these, 10 are in UP — Lucknow, Varanasi, Kanpur, Prayag Raj, Agra, Bareilly, Jhansi, Saharanpur, Aligarh, and Moradabad. **Out of these 10 cities, the researcher has been chosen top 4 cities of western Uttar Pradesh. They are: Agra, Aligarh, Lucknow and Varanasi. 100 Respondents will be collected from each city respectively. Total 400 respondents will be taken for study.**

Data Collection: To fulfil the above desired objectives, the study will be conducted by collecting primary data as well as secondary data.

- **Primary data** will be collected through self-structured Questionnaires, Schedules and Interviews.
- **Secondary data** will be collected from Government authentic sites like ILO, UP government etc. Magazines, Journals, Books and News Papers.
- Since the study will be conducted in Uttar Pradesh, so personal meetings and interviews or informal meetings to the online marketers are the basis of the study.

Research Design:

The following table shows the research design for the present study:

Table 1 Research Design

Particulars	**Description**
Geographical Area	Western Uttar Pradesh
Sample	400 labours engaged in Online Marketing
Data Analytical Tools	Both Quantitative and Qualitative tools will be used.
Methods of Data Collection	Through Self Structured Questionnaire, Schedules and Interviews
Statistical and Analytical Tools	Z Test, Averages, Regression Model, Likert Scale, SPSS, STATA and other appropriate tools
Sampling Method	Purposive and Convenience
Research Type	Descriptive and Analytical

Chapterisation

1. Introduction
2. Review of Literature
3. Online Marketing Platforms and Techniques in India.
4. Government Initiatives for labour Force Participation in Online Marketing.
5. Data Analysis & Findings
6. Action Plan for better Implementation of Online Marketing in India
7. Conclusion and Suggestions

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